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Fr

Heberle Nursery Co.

Telephone—BUTler 8-2563

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Price List

1957



We Have Served the Fruit
Growers for Over 40 Years



*Remember you can pay more, but you can't buy
better trees*

OUR GUARANTEE

We guarantee to deliver well grown trees and plants, which, if properly handled and planted, will grow. However, if, due to unfavorable weather, such as drought, excess rainfall, or other conditions over which we have no control, they fail to grow, we will replace at half price the following season—you to notify us not later than July 15th.

Please send your want list for Shade
Trees, Shrubs, Roses and Evergreens

Heberle Nursery Co.

478 Browncroft Blvd. Rochester 10, N. Y

Heberle Nursery Co.

PRICES TO FRUIT GROWERS

Plan to Plant Your Next Orchard With True-To-Name Trees
Growing Fruit Trees Is Our Specialty

300 TREES OR MORE 1000 RATE

APPLES

STANDARD	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.00	\$.95
2 Yr. Medium—4-5 ft.....	1.30	1.10	.95	.85
2 Yr. Small—3-4 ft.....	1.10	.85	.80	.70
1 Yr. Large—3 ft. & up....	1.30	1.10	.95	.85

PEARS

STANDARD	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.00	\$.95
2 Yr. Medium—4-5 ft.....	1.30	1.10	.95	.85
2 Yr. Small—3-4 ft.....	1.10	.85	.80	.70
1 Yr. Large—3 ft. & up....	1.30	1.10	.95	.85

CHERRIES—Sour

	25-49	50-99	100	1000
2 Yr. Large—4-5 ft.....	\$1.75	\$1.35	\$1.10	\$1.00
2 Yr. Medium—3-4 ft.....	1.30	1.15	.95	.90
2 Yr. Small—2½-3 ft.....	1.10	1.05	.75	.70
1 Yr. Large—11/16.....	1.75	1.35	1.10	1.00
1 Yr. Large—9/16.....	1.30	1.15	.95	.90
1 Yr. Medium—7/16.....	1.10	1.05	.85	.80
1 Yr. Small—5/16.....	.80	.70	.65	.60

Mazzard Root 10c Extra

CHERRIES—Sweet

	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$2.00	\$1.50	\$1.35	Write
2 Yr. Medium—4-5 ft.....	1.65	1.35	1.25	for
2 Yr. Small—3-4 ft.....	1.40	1.15	1.00	Prices
1 Yr. Large—3 ft. & up....	1.65	1.35	1.25	

Mazzard Root 10c Extra

PLUMS

	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.10	\$1.00
2 Yr. Medium—4-5 ft.....	1.30	1.15	1.00	.95
2 Yr. Small—3-4 ft.....	1.10	1.05	.90	.80
1 Yr. Large—3 ft. & up....	1.30	1.15	1.00	.95

PEACHES

	25-49	50-99	100	1000
1 Yr. Extra Size—5-6 ft....	\$1.45	\$1.20	\$1.00	\$.85
1 Yr. Large—4-5 ft.....	1.10	1.00	.85	.80
1 Yr. Medium—3-4 ft.....	.85	.80	.70	.65
1 Yr. Small—2-3 ft.....	.75	.70	.55	.50

APRICOT

One year 9/16.....	\$2.00	\$1.75
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QUINCES

Two year 1/2".....	\$2.00	\$1.75
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DWARF TREES—Apple & Pear

25
Each
\$2.00

50
Each
\$1.75

100
Each
\$1.50

It is **YOUR GUARANTEE** of Sturdy, Healthy, True-to-Name, Home-Grown Fruit Trees

We Deliver By Truck to Your Door—**NO CHARGE.**

(Size of order permitting)

We make a specialty of growing certain strains or special varieties for our customers at no extra charge

Our agent will be glad to call on you, if you so desire. Just write to

HEBERLE NURSERY CO.

478 Browncroft Blvd.

Rochester 10, New York

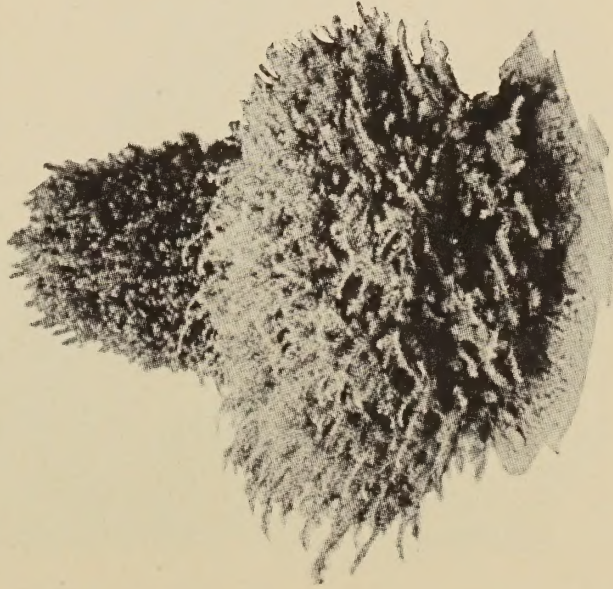
TELEPHONE BUTLER 8-2563

Price List continued on next page

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

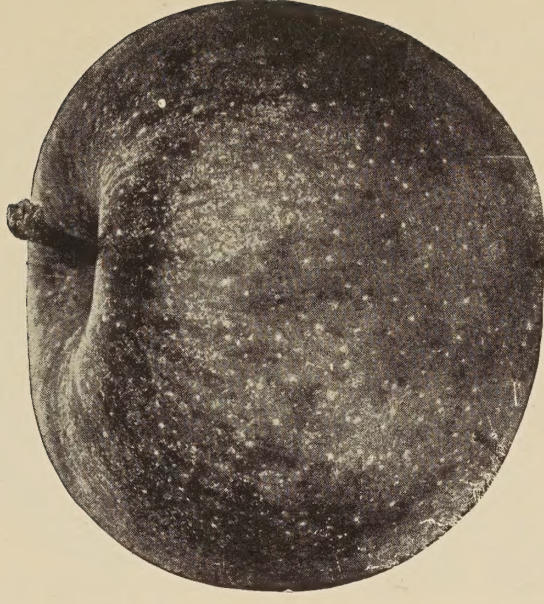
Founders of the Rochester Peach



SPREADING AND UPRIGHT YEWS



**PLAN TO PLANT
YOUR NEXT
ORCHARD WITH**

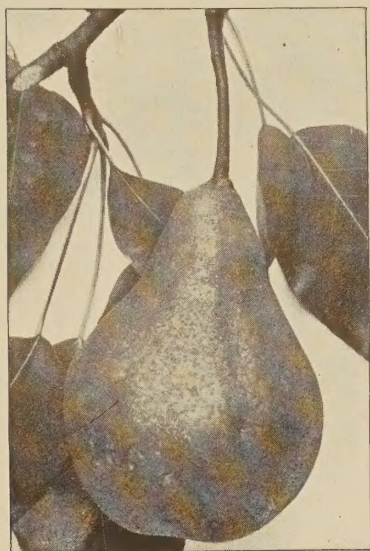


CORTLAND

TRUE-TO-NAME TREES FROM HEBERLE

HEBERLE'S *Choice Pears and Cherries*

PEARS



SECKEL PEARS

Clapp's Favorite

Bartlett

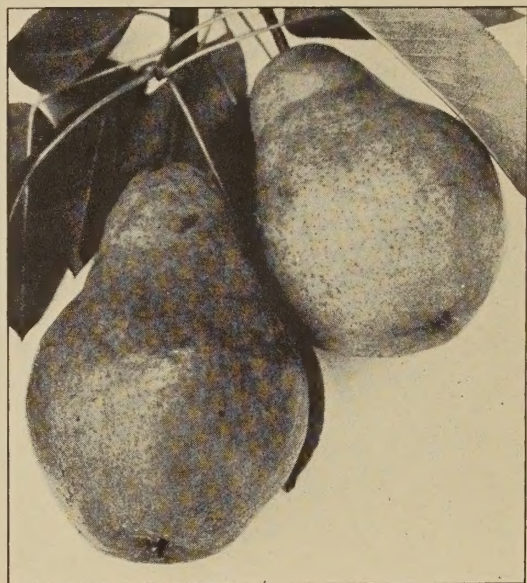
Seckel

Kieffer

Beurre Bosc

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.



BARTLETT PEARS

CHERRIES

SWEET CHERRIES

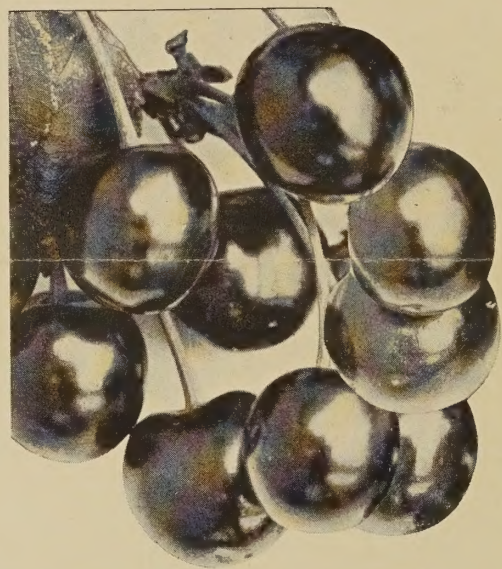
Napoleon (White Oxheart).

Windsor. Dark red, very productive, ripens in July.

Schmidts. Large black, delicious to eat, good shipper, ripens around July 10th.

MONTMORENCY

This variety is without question the best sour cherry grown for commercial and home use, dark red, tender and juicy.



BLACK TARTARIAN CHERRY



MONTMORENCY CHERRY



DWARF APPLE TREES

All Leading Varieties

Real space savers but produce full sized fruits. Bear large crops and last a lifetime.

HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into 43,560 square feet per acre will give you the number of plants needed.

HEBERLE'S *Selection of Profitable Apple Trees*



DELICIOUS

DOUBLE RED DELICIOUS

A large, dark red apple, excellent quality, good keeper, and good shipper.

SUMMER VARIETIES

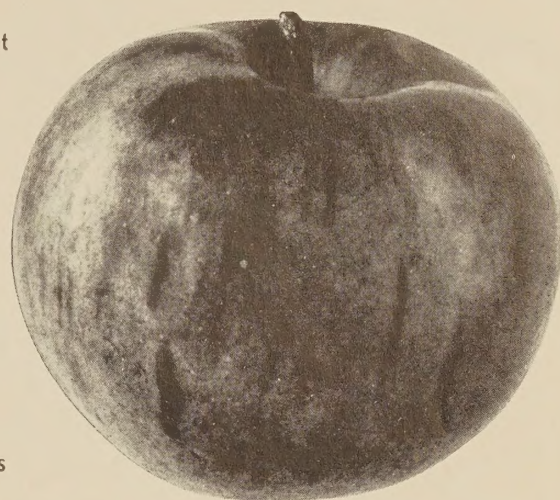
Early McIntosh Yellow Transparent
Red Astrachan

AUTUMN VARIETIES

Milton Wealthy

WINTER VARIETIES

Northern Spy McIntosh Red
Cortland Red Delicious
Baldwin Yellow Delicious
Stayman Winesap Rome Beauty
Monroe R. I. Greening Gallia Beauty



McINTOSH

CORTLAND

A good commercial apple, bright red color overlaid with purplish bloom, about 2 weeks later than McIntosh.

SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England.

WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED

HEBERLE NURSERY COMPANY

Founder of the Rochester Peach

GOOD COMMERCIAL VARIETIES

Rochester Hale Haven
Elberta South Haven
Belle of Georgia Red Haven
Jersey Land Valiant
Early Elberta J. H. Hale
Golden Jubilee Sunhigh
Summer Crest

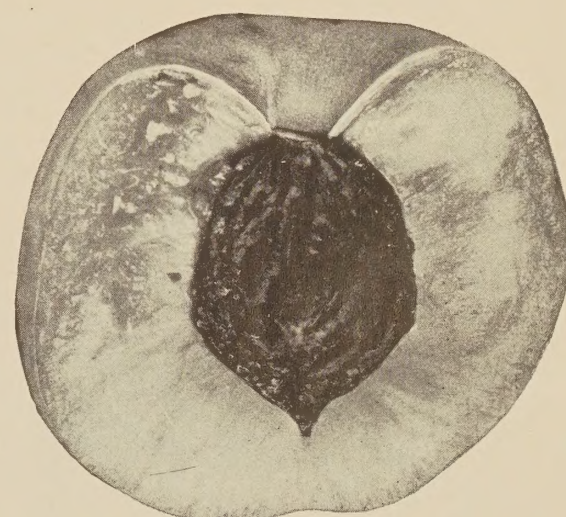
ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.

GOLDEN JUBILEE

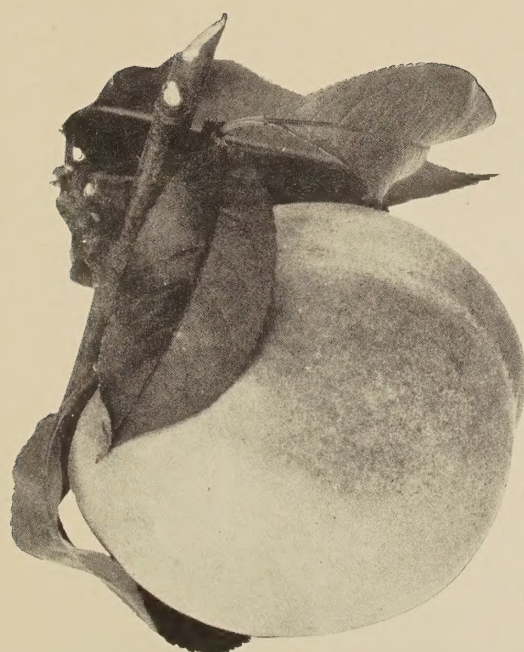
Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.)

ELBERTA



ELBERTA

The greatest commercial variety on the market and the biggest money maker for the commercial grower, ripens mid-September.



HALE HAVEN

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

HEBERLE'S *Selection of Plums and Small Fruits*

PLUMS

STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

CURRENTS

RED LAKE CURRANT

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER CURRANT

Berries large, bright, attractive red. Hang on bushes well. Productive.

FELLENBERG PRUNE



FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Sharp's Damson.

German Prune.



PERFECTION CURRANT

RASPBERRIES

Sodus. Purple.
Cumberland. Late black cap.
Latham. Red.
Newburgh. Bright red.
Taylor. Bright red.
Indian Summer. Ever-bearing red.

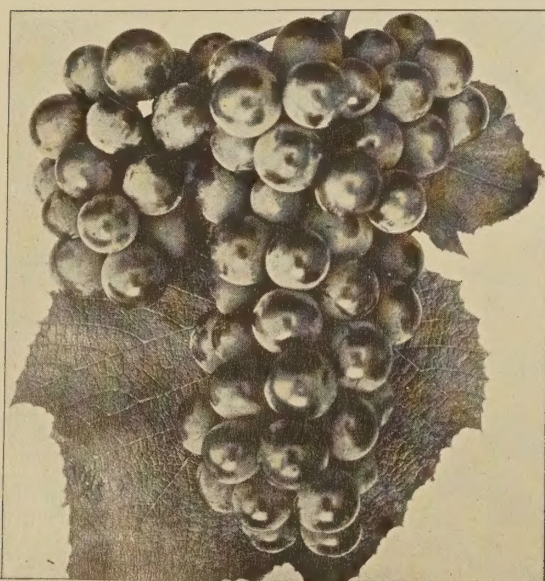
BLACKBERRIES

Eldorado. Berries large, jet black.
Alfred. A good producer, ripens ahead of Eldorado.

LATHAM RASPBERRIES



CONCORD GRAPE



GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

Worden. Seedling of Concord, bluish black.

ASPARAGUS

Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.

SILVER MAPLE



CURRANTS

	100	1000
Two year No. 1	\$16.00	\$150.00
One year No. 1	14.00	120.00

GRAPES

	10	100	1000
Two year No. 1	\$3.50	\$29.00	\$130.00
One year No. 1	3.00	20.00	120.00
Caco (Red)		Portland (White)	
Fredonia (Black)		Concord (Blue)	
Niagara (White)		Delaware (Red)	
Van Buren (Black)		\$35.00	\$200.00
		each	10
Golden Muscat		\$1.00	\$7.50
Concord Seedless		1.00	7.50

BLACK RASPBERRIES

Cumberland, Logan and Morrison

No. 1 Transplants	\$140.00 per M
No. 1 Tips	70.00 per M

RED RASPBERRIES

Latham and Indian Summer

1 Year Suckers	\$85.00 per M
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PURPLE RASPBERRIES

Columbian and Sodus

No. 1 Tips	\$85.00 per M
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BLACKBERRIES

Alfred, Blowers and Ildorado

No. 1 R. C.	\$70.00 per M
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ASPARAGUS

Two Year	\$30.00 per M
One Year	25.00 per M

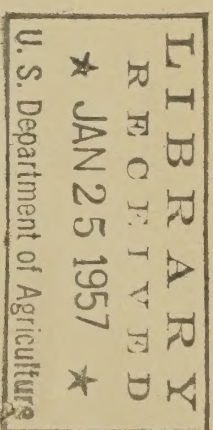
EVERGREENS

		each	10 or more
Taxus, Spreading	2/2½'	\$6.00	\$5.50
	18/24"	5.00	4.50
	15/18"	3.50	3.00
Taxus, Upright	2/2½'	7.00	6.50
	18/24"	6.00	5.50
Hemlock	2/2½'	4.00	3.50
	18/24"	3.50	3.00
Juniper, Pfritzeranna	2/2½'	5.00	4.50
	18/24"	4.50	4.00
Pine, Muhgo	18/24"	4.00	3.50
	15/18"	3.50	3.00
Arbor Vitae, American	3/3½'	4.00	3.50
	2/3'	3.50	3.00
Arbor Vitae, Pyramidal	2/2½'	4.00	3.50
	18/24"	3.50	3.00
Norway Spruce	18/24"	1.75	1.25
	15/18"	1.50	1.00

62
1957

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK



We specialize in growing fruit trees and sell direct to the planter. Every tree shipped from our nursery not only is guaranteed true-to-name but carries with it our personal supervision in every branch of the work.

Heberle Nursery Company

Arthur P. J. Heberle _____

REMEMBER THE NAME "HEBERLE" IT IS YOUR GUARANTEE
OF STURDY, HEALTHY, TRUE-TO-NAME FRUIT TREES

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